

WOMAN'S HERALD

Devoted to the Household, the Fashions and the Activities of Women.

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DAILY DEPARTMENT OF THE
WASHINGTON HERALD

Correspondence is invited. Address all communications to the Woman's Editor of The Washington Herald.
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WHAT DO WOMEN READ?

When a woman opens a daily paper what does she read?

First of all she reads the first page news. This especially holds good of Washington women who, Miss Janet Richards assures us are, of all women in the country, the best informed on matters of current import.

Then she reads some special department in which she is interested—household, fashions, suffrage news or society.

And then she reads the advertisements. If you notice the women in the street car, the women in your home, you will notice this to be the fact. But why do they always make it a point to read the advertisements?

Because advertisements, to the woman who has much or little to spend, are among the most important news features of the paper. If they are what advertisements should be they contain not only the most up-to-date store news, but the most up-to-date fashion news as well. The men and women who direct the big mercantile undertakings of the city keep in closer touch with fashions than even the fashion reporters themselves. Their buyers are in the large fashion centers constantly. If there is anything new in the realm of clothes or household matters they are first to know it. So really it is no wonder that women read the advertisements.

"I would much rather know that a certain shop in town is going to have a special showing of new millinery, or that another one is presenting the newest fall footwear," said a typical all-around Washington woman the other day, "than to know that little Willie Smith out in Anacostia swallowed a buttonhook or that Mr. Brown, of Rockville, shot his neighbor's mad dog."

The idea used to be that the women who read the advertisements religiously were bargain hunters, and that bargain hunters were foolish—that they were the easiest kind of prey to the merchant eager to make unfair profit on his wares. But there are bargain hunters and bargain hunters just as there are bargains and bargains.

The woman who always demands bargains, who is never willing to buy unless she thinks she is getting merchandise below cost or at a sacrifice, is, of course, unfair. She expects the stores to be charitable organizations instead of institutions where other men and women can earn an honest living. And, of course, she always keeps the temptation in the way of merchants to claim to offer "something for nothing," when they really are not.

But the day of this kind of bargain hunter is going, and the day of the "something-for-nothing" bargain is gone. The bargains that remain are for the most part the sort that are incidental to any mercantile undertaking.

Take remnants for instance. In the sale of goods by the yard there are, in nine cases out of ten, a few yards of the piece of goods left over after the dress lengths have been cut off. Even with the best salespeople this is bound to happen. These pieces of various short lengths are hard to dispose of for the reason that they are too short for ordinary purposes. The merchant is willing to dispose of them at a figure per yard that would be ridiculous for the original sale of the goods. And there are always women who can make good use of these odd lengths if only they are informed of the fact that they are for sale. These are legitimate bargains. And when a merchant makes known the fact that he has such pieces for sale he is publishing store news that is of importance and of interest to women.

FRIENDS MAY USE PHONE.

Company Refused Permission to Ban Free Calls.

The Commissioners denied an application of the Chesapeake and Potomac Telephone Company yesterday to file with the Public Utilities Commission a schedule by which telephones may be removed from the homes and business places of subscribers who are permitting friends free use of the instrument.

The denial was made on the ground that such a ruling would amount to a tariff increase in the phone service and that it tends to limit the privileges of the subscribers.

Lucullus sometimes spent more than \$5,000 on a single meal.

When Baby Comes.

Before baby comes there is a period when experienced mothers are glad to add the use of Mother's Friend, obtained at any drug store, because this safe, harmless external remedy is positively necessary since it brings relief in easing the muscles, cords, tendons and ligaments involved, and unnecessary pain is avoided; thus it serves to ease the mind and has a beneficial effect on the nervous system. In many cases nausea, morning sickness and other diseases are avoided.

PRETTY GIRLS SEEN IN BIRD DRESS



WINSOME "BIRDS" ROOSTING ON A BENCH.

The young ladies are, from left to right, Miss Elizabeth Miner, Miss Florence Lincoln and Miss Mary Lincoln. They were photographed as they appear in the bird masque "Sanctuary," presented at Greenwich, Conn., to inaugurate a movement for the better knowledge and appreciation of our native birds. The masque presents the problem of bird conservation from a vital point of view—that of the birds.

Aunt Chatty's Mothers' Club

Conducted by Mrs. Charity Brush

VOCATIONS FOR GIRLS.

THIS is a real Mothers' Club, for the benefit of mothers everywhere who are struggling with questions of discipline, training, education, clothing, for the children. Write to Aunt Chatty of problems which are vexing you, and she will advise and help you to a solution of them. Write to her, too, of your own discoveries, of methods you have found successful in smoothing the rough paths of life for the tender, childish feet, that through the Mothers' Club your experience may be of benefit to other mothers who are still tangled in the web of perplexity you have so happily unraveled.

Co-operation is the secret of success in any business; so why not in the business of motherhood, that highest and holiest calling which always has been and always will be woman's crown of glory, no matter what other avenues of usefulness may be opened to her? Address Mrs. Charity Brush, care of this paper.

One of our great problems at the present day is the problem of the young girl. Times have changed, and if we do not change with them and keep up to date with our girls we are nothing but reactionary old fogies. Now that I have relieved my mind a little by this filing, I will tell the club the occasion of my indignation. I have just been living a talk with a young girl who has been thrown out into the world with a helpless mother to support. They were people of moderate means—not poor, but with very little provision for the future aside from a few thousand dollars life insurance carried by the father. They lived well on the fairly good salary the father commanded as auditor of some business concern, but they lived it all up.

The mother had social aspirations, and she was afraid she would be thought "queer" if she taught her daughter to do anything by which she would be prepared to earn her living. The poor girl was not even instructed in the art of housekeeping, though the "help" question was often acute. When there was a cook, the tasks were left to her; when there was none, dinners were eaten at expensive restaurants. And in this happy-go-lucky fashion the years sped away. Then the father died very suddenly. And, as so often happens, when his affairs were settled, it took nearly all the life insurance to pay his debts. There was barely enough left to yield a comfortable income. The girl, who had been able to do nothing for herself, the daughter was absolutely untrained, but there was no one for them to fall back upon, and the girl had to go to work. Then the struggle began. The tragedy of the unskilled laborer was enacted again.

I shall never forget the trouble in that girl's eyes as she told me of her attempts to do some real work. "Why, Aunt Chatty, I don't know enough to make my salt," she said. "You see, I have never been taught. If I only knew how to do housework I'd go out and do that, but I don't! I can't make a bed so that anybody would want to sleep in it!" After trying several kinds of work in places found for her by sympathetic friends, only to lose them because of her hopeless incompetence, she finally took a clerkship at the ribbon counter in the dry goods store at a

little ceremony they enjoy, and they have all come to recognize the rule as a just one, and seldom ask for more than the two pieces.

Mrs. F. G. writes: "I have been wanting to write and ask you for some time if you think children ought to play by themselves or have playmates. Sometimes I think they learn so much from other children that they ought to be kept apart."

I think children need to learn how to get along with others; they become selfish and inconsiderate if they never have to give up to other children. The chief advantage of the public schools, to my mind, is the association and competition with other children that they get there. You want to exercise supervision over their companions as much as you can and not let them associate with children from whom they learn bad habits.

TOMORROW'S MENU.

"This was a good dinner enough, to be sure, but it was not a dinner to ask a man to."—Samuel Johnson.

BREAKFAST.

Oranges
Cereal and Cream
Liver Loaf
Coffee

LUNCHEON OR SUPPER.

Pork and Beans
Pickles
Fig Cream

DINNER.

Clear Soup
Cold Boiled Lamb
Creamed Potatoes
Squash
Tomato Salad
Apple Pie

Liver loaf—Cut a calf's liver in pieces and then press it through a sieve. Measure this pulp and to every cupful add a quarter of a cupful of flour, a little salt, half teaspoonful of pepper, some cayenne, nutmeg and allspice, two eggs and a teaspoonful of butter. Mix it all thoroughly and put it through a sieve again. Then pack it into a well-buttered mould and put it in a pan of hot water in the oven for three-quarters of an hour. Serve it hot with a brown gravy.

Fig cream—Cover half a pound of chopped figs with a cupful of warm water and let stand for an hour. Squeeze a quart of thin cream and seven eighths of a cupful of sugar and add the figs and water. Press through a vegetable press, a cool and freeze.

Tomato salad—Wash sharp knife cut small ripe tomatoes in sections three-quarters of the way down. Fill the centers with cream cheese, and serve on watercress.

Leather coats made of a fine, soft suede-like quality of the hide, in shades of gray, heavy wool, are the novelty shown by one of the most fashionable dressmakers on Fifth avenue. These are worn with skirts of wool or velvet in exactly matching colors. One needs to be told these coats are leather, however, for the skin has been treated in such a way it resembles a heavy woolen mixture of the quality of duvetyne.

Plum pudding—Pour a cupful of milk over a cupful of bread crumbs. When milk becomes cold, add three-quarters of a cupful of sugar, one teaspoonful of salt, yolks of four eggs, one-half pound each of raisins and currants, one-half cupful of chopped almonds, one-half pound suet, sliced to taste. Steam six hours. Serve with whipped cream sweetened with maple sugar.—In the November Mother's Magazine.

HOUSE-WIVES DAILY ECONOMY CALENDAR



HAVE YOU HAD YOUR VACATION?

Have you had a vacation, hard-working housewife?

Yes, of course. You kept house all summer in a seaside cottage—with just as much work to do, just as many petty worries to trouble you, as you have in the winter. That was your summer vacation.

That was really no vacation. For your regular, daily routine of work went on just the same.

Perhaps you did not have even that much of a vacation. Perhaps you found it impossible to get away from home, you and your family, at all.

It isn't too late now to make up for the lack of a summer vacation. An autumn vacation is really ideal, for by now the cooler weather has probably put you in good condition to enjoy a change and outdoor life. If you have not had a summer vacation, plan for an autumn one.

If possible, leave home. Go for a visit to some congenial friend or go to some pleasant hotel or boarding house. Of course the summer resorts are closed, but there are many attractive places where you can enjoy a week or two of rest and idleness.

If you live in the country or a small town, spend a week in a big city shopping, going to the theater, hearing good music, seeing good pictures, or doing anything else that you can do to enjoy life in a big city.

If you can't leave home for a week or two, perhaps you can spend your vacation out over several weeks, and take it a day at a time. If you plan this sort of vacation, plan to spend a day with several congenial friends, plan a day-long shopping tour or excursions to the seashore or into the country.

A vacation is simply a change from the daily routine of life, and unless you are very tired or your nerves do not need to take a long rest. Most of us have adjusted our daily life so that it is not too much of a strain on your strength of body and mind. And for most of us, therefore, short respites answer every purpose of refreshment.

Another thing that a vacation should do is to give us mental stimulus, something new to think about. Short vacations are often more effective in doing this than long ones.

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FAMOUS WOMAN HER BIRTHDAY AND YOURS

October 8—Lady Margaret Douglas.

Lady Margaret Douglas, famed in historical novels as the mother of Lord Darnley, the step-mother of Mary Queen of Scots and the grandmother of King James I. of England, was born just 400 years ago today. She was the daughter of Margaret Tudor, the daughter of Henry VII, and was niece of Henry VIII, and cousin of Queen Elizabeth with whom she came into lifelong rivalry. At one time her claim to the English throne was recognized, and there was a narrow chance that she might one day become queen. Her life was one long struggle for herself and for her family, but always she was frustrated by her uncle, Henry VIII, or by Queen Elizabeth. Many years of her life were passed in prison. However, the

Grocery Needs At Lower Prices

OFFERINGS GOOD UNTIL SATURDAY CLOSING

Fine Granulated SUGAR, 54c Per Pound,	Bull Frog Self-Rising Flour, 2-pound package, 10c	FRESH CREAMERY BUTTER, 1-lb. Prints, 32c
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Fancy Sugar Cured Ham, per pound	18c
Pure Lard; the better kind; per pound	11c
Crisco, gives entire satisfaction, per can	22c
Patapasco Flour, 6-lb. sack, 23c; 12-lb. sack	45c
L. C. F. Rolled Oats; always good; per package	10c
Consumers' Delight Coffee, per pound	25c
Occidental Coffee, 38c quality, special	30c
Newly Seeded Raisins, full size package	10c
Dromedary Dates; new arrival; per package	10c
Libby's Hawaiian Pineapple; large can	19c
Everybody's Combination: 1 can standard tomatoes, 1 can sugar corn, 1 can Early June peas	23c
California Tuna Fish; 1/4-size can; 7c; 1/2-size can, 9c; No. 1 can	14c
Howard's Salad Dressing, per bottle	23c
Lump Starch; first quality; 3 pounds	10c
Spotless Cleanser, per can	4/5c
Ivory Soap, 3 cakes	13c
Double Tip Noiseless Matches, per dozen	15c
Wax Paper Rolls, 5c size, 3 for	10c

LEAGUE OF CONSUMERS' FRIENDS

PATRONIZE THE STORE NEAREST YOU.

SOUTHWEST.	SOUTHEAST.
R. E. W. Schmidt, 8th and D Sts.	H. C. Robinson, 9th & S. Car. av.
H. T. Gover, 7th and C Sts.	Brinkley Bros., 1101 24 St.
A. G. Schmidt, 4 1/2 and F Sts.	Brinkley Bros., 923 4th St.
	Brinkley Bros., 105 M St.
NORTHWEST.	NORTHEAST.
Columbia Tea and Coffee Co., 1505 N. Capitol St.	M. J. Whelan, 1117 H St.
C. Hammill, 312 Penn. Ave.	R. E. Robinson, 5th and A Sts.
A. H. Platt, 6th and Q Sts.	J. Kruss & Son, 210 13th St.
N. F. Turner, 3420 14th St.	J. E. Diggle, 642 H St.
	Luther F. Hall, 12th and H Sts.

FREE DELIVERY TO EVERY SECTION OF THE CITY.

benefits of her long struggle told in the end since her grandson, James I. succeeded Elizabeth on the English throne, and for centuries the blood of Lady Margaret Douglas flowed in the veins of the rulers of England, while Queen Elizabeth left no descendants.

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Nelson was one of eleven children.

Anti-Suffrage Wires Forged.

The White House yesterday received three forged telegrams, one of them bearing the name of Richard Stockton, commissioner of charities and corrections in New Jersey, protesting against President Wilson's attitude on woman suffrage. Secretary Tumulty answered the messages, soon afterward receiving replies to the effect that the telegrams were forged.

Thirsty? Don't Be!

As your daily companion WRIGLEY'S will quench your thirst, keep your mouth and throat moist and refreshed, quicken your appetite and aid digestion. It lasts long, costs little and means much to your comfort and happiness. Two delicious flavors.

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WRAPPED IN UNITED PROTECTING COUPONS
Sealed tight

WRIGLEY'S DOUBLEMINT
WRAPPED IN UNITED PROTECTING COUPONS
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